



The U.S. Commercial Service New Zealand Presents



New Zealand's Market for Agricultural Equipment

March 14, 2006 Live Webinar

1:00pm Pacific/2:00pm Mountain/3:00pm Central/ 4:00pm EST

New Zealand is one of the world's most important agricultural markets. A major exporter of agricultural product, its resources include dairy, lamb, beef, fruit, forestry, and – increasingly – world-class wines. Agriculture is approximately six percent (6%) of the nation's Gross Domestic Product, but more than 50% of its exports by value. There are opportunities for U.S. companies up and down New Zealand's chain of value added.



In a brief presentation by the U.S. Commercial Service New Zealand, you will learn more about the structure and prospects in this vibrant market from those on the ground. We will also talk about the U.S. Pavilion in **"Fieldays"** the largest agricultural trade show in the Southern Hemisphere, and an excellent platform from which to find a distributor or representative. This briefing is most useful if you are a manufacturer of agricultural equipment in the dairy, livestock, fruit or viticulture industries, but we are pleased to advise you on your prospects in the New Zealand market no matter what your product or service.

The WebEx Webinar Format



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